



اُنْدِيْفُ مَرْسِي تَدِيْكُو لُو كِنِي فَايَرَا
UNIVERSITI
TEKNOLOGI
MARA

**A STUDY ON THE EFFECTS OF SERVICE QUALITY DIMENSION
TOWARDS CUSTOMER RETENTION IN HOTEL HALLMARK
LEISURE, MELAKA**

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BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

JULY 2013

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CUSTOMER RETENTION IN HOTEL HALLMARK LEISURE, MELAKA**

MODE B

SITI NOR AZIMAH BINTI ABD RAHMAN

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**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

2012



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Siti Nor Azimah Binti Abd Rahman (I/C Number: 910228-01-5720),

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not been concurrently submitted for this degree or any other degrees.
- This research paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specially acknowledged.

Signature : _____

Date : _____

LETTER OF SUBMISSION

4 JULY 2013

The Head of Programme
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
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Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
73500 Melaka

Dear Sir / Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title **‘A STUDY ON THE EFFECTS OF SERVICE QUALITY DIMENSION TOWARDS CUSTOMER RETENTION IN HOTEL HALLMARK LEISURE, MELAKA’** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

SITI NOR AZIMAH BINTI ABD RAHMAN
2010816816
Bachelor of Business Administration (Hons.) Marketing

ABSTRACT

The purpose of this research is to measure the importance of the service quality dimensions own by Hotel Hallmark Leisure towards customer retention. As information, the service quality dimensions are the instrument used by the customers as well as the service provider in evaluating the service quality provided by the organisation. There are basically five dimensions of the service quality dimensions which are tangibles, reliability, responsiveness, assurance and empathy. The main objective of this research is to identify how effective the service quality dimensions is being used in Hotel Hallmark Leisure in order to retain the customers. In addition, this research is also conducted to provide several recommendations and suggestions to improve the service quality of Hotel Hallmark Leisure. This research is conducted by using probability sampling which 100 random sample of respondent has been chosen to answer a questionnaire to gain the feedback regarding the organisation and the service quality provided. All of the respondents chosen are the quest of the Hotel Hallmark Leisure itself in order to ensure the accuracy of the data received. The Statistical Package for Social Science (SPSS) version 20 had been used to analyze and summarize the data. The results of the findings show that Hotel Hallmark Leisure has provided the best service quality to the customers but still lacking in several aspects. Therefore, several recommendations and suggestions are made to overcome the problems arise.